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Re: **U.S. Patent Application Serial No. 09/740,091 filed December 18, 2000**  
**Entitled: Cross-Selling Optimizer**

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### Message:

Dear Examiner Heck:

Enclosed for filing in connection with the above-referenced application is the following:

\* Interview Summary And Response After Final (2 pp.)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Cohen et al.  
Examiner : M. Heck  
Art Unit : 3623  
Title : Cross-Selling Optimizer  
Application No. : 09/740,091  
Filed : December 18, 2000  
Attorney Docket : 343355-600-017

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By Kathie Kopczyk, Kathie Kopczyk

INTERVIEW SUMMARY AND RESPONSE AFTER FINAL

Please consider the following remarks.